Allison Pastor
UI/UX Designer

315.771.1358
allisonmpastor@gmail.com
allisonpastordesigns.com

Experience

UI/UX Specialist at InMotion Hosting, LLC

Remote | February 2019 – Present

- Increased revenue by 25% during A/B testing with a website redesign.
- Promoted brand consistency with the establishment of a Design System.
- Improved user task completion with an IA restructure and task-oriented rebuild of the account software.
- Collaborated with marketing and development teams in an agile environment.

Lead UI/UX Designer at InMotion Hosting, LLC

Virginia Beach, VA & Remote | May 2017 – February 2019

- Grew revenue by 25% during A/B testing with a revised navigation.
- Created interactive prototypes using tools like Illustrator, Photoshop, XD, and UXPin.
- Increasingly involved in creating the UI & UX of company software and tools.

UI/UX Designer at InMotion Hosting, LLC

Virginia Beach, VA | October 2016 – May 2017

- Responsible for wireframes, mockups, prototypes, and front-end development.
- Identified pain points in the customer journey, focusing mainly on tasks accomplished in their account software. Once identified, provided solutions with enhanced UX.

Web Design Project Coordinator at InMotion Hosting, LLC

Virginia Beach, VA | June 2015 – October 2016

- Interviewed clients and worked with them to provide a custom website solution.
- Organized the design & development of multiple websites at any given time.
- Established a design training program for continuous improvement of the web design department's skillset.

Graphic Design Intern at Bull Rodger Ltd., Design & Advertising

London, UK | September 2014 – December 2014

- Re-branded several company identities, including web and print collateral.

Creative Intern at Barnes & Noble, NOOK, LLC

New York City, NY | June 2014 – August 2014

- Designed & coded responsive emails.
- Built media kits and social media assets.

Education

Bachelor of Fine Arts, Graphic Design

Minor in Business Administration

State University of New York at Oswego | August 2011 – May 2015

Tools

Illustrator
Photoshop
InDesign
UXPin
Figma
XD

Skills

Personas
Prototyping
Wireframing
Design Systems
Information Architecture
Storyboarding
User Research
Usability Testing
Accessibility
Illustration
Branding
Project Management
HTML/CSS